Explainer Videos

An Introduction

MotionGility
PVT. LTD.

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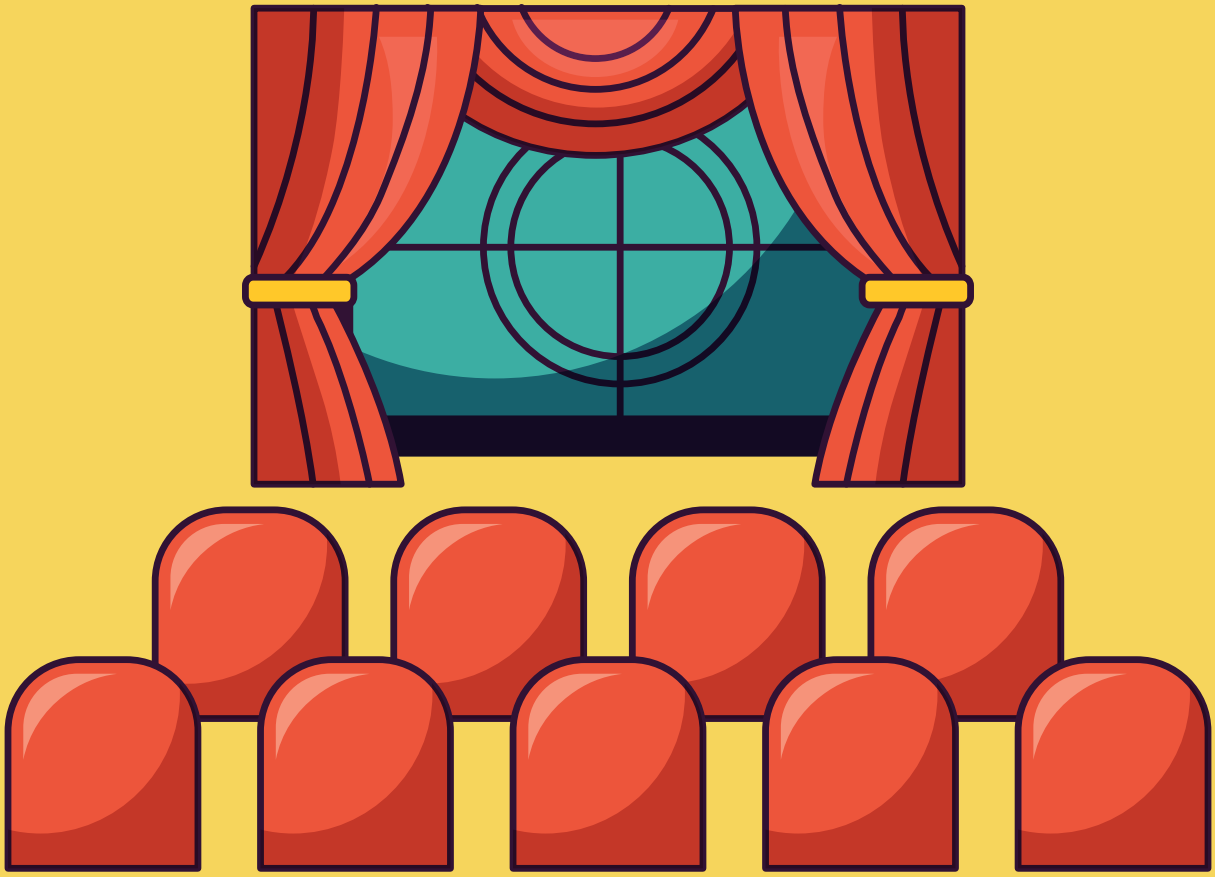
Explainer videos are short animated videos used by businesses and marketers to tell their brand story in a creative way. Despite being short, explainer videos can hook your potential prospects and help them understand your brand, before converting them. They are majorly a couple of minutes long and have a great potential to breakdown or sell the idea of your business/product/-service.

Click here to watch how an Explainer Video can help you >>



The growing market of
Explainer Videos

With video marketing on the boom, explainer videos have surely secured their place as one of the powerful tools in the marketing toolbox. While an explainer video gives you a good rundown of any product or business, it involves the audience via its storytelling game.

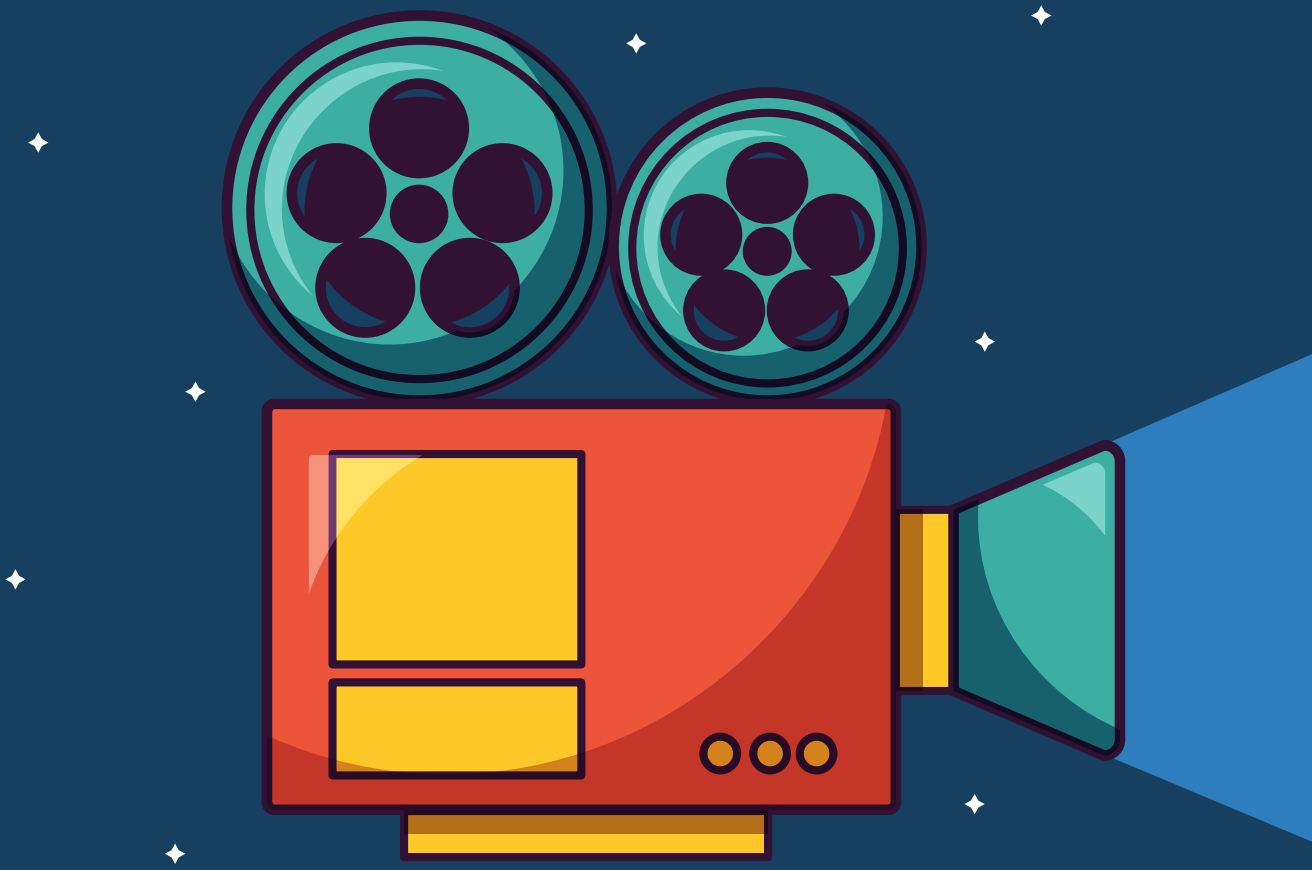
By the time marketers got used to the term ‘explainer videos’, the audience was already learning from the concept of explainer videos. Slowly and steadily, explainer videos turned into a darling for search engines. When a business or a brand explains a bunch of complicated issues via simple graphics, effects, story, and creativity, it leaves an impact. This is exactly how the market absorbed explainer videos and turned it into one of the best marketing tools of the digital world.

Explainer Videos

A Powerful Marketing Tool

Business marketing in the most fruitful format and of great importance these days. Promoting your business or product through visual presentations is not just appealing but effective too. Going by the facts, more than 50% of the audience is likely to opt for a product or service online watching its explainer video. This means that explainer videos grab you more sales in a lesser span of time. Add up a relevant video to your sales pitch and you have a great chance to convert potential customers into loyal ones for the rest of the brand journey.

Explainer videos have grown so powerful that once they hit the right chords of the audience, they grab a lot of attention and sales. The need for increased sale never goes out of trend for any brand or business. And with that established in the minds of marketers, they have a clear admiration towards explainer videos.



HOW
Explainer Videos
HELP IN PROMOTION?

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No wonder if you run a small or large business, video marketing is something that is very hassle-free and consumer-friendly. Going by the proven facts and figures, explainer videos help a business greatly in marketing. Let's see why:

1. They help you have a closer look at the audience.

When you use an explainer video for the promotion of your product or business, you know that they establish a bond that brings the audience close to the brand. Explainer videos portray characters that represent the audience, hence the audience is able to feel the connection. As per the human psychology, anything that establishes an emotional connect with humans leaves an everlasting impression on them.

2. They build recall value for the brand.

More than 90 percent of the people who have watched the videos for your brand, will always associate your brand or product with that particular emotion. They form a perception of your product, which can turn out to be a plus point for the sales. It is very important for the audience to understand the personality of your brand. Until and unless you will not stand out from the rest of the competitors, you will not be able to leave an impact as a brand.

Thus, if you don't have an explainer video for your product, you are missing out on a great promotion tool.

3. They are short and crisp.

Business explainer videos have gained their popularity for a lot of reasons, but what makes them a keeper is the fact that they convey maximum information in such a short span of time. When the audience perceives such complex information in the easiest way possible, they start giving your brand a preference, eventually turning into potential customers. After all, these short videos hit the right strings in the aptest way.

4. Explainer videos are creative.

Who doesn’t like to be creative? Rather, the question is, who doesn’t like to have access to creative things? Business explainer videos are a blend of creativity, storytelling, graphics, and illustration. Top that up with the vision of your brand, and you’ll have an excellent video for promotions.

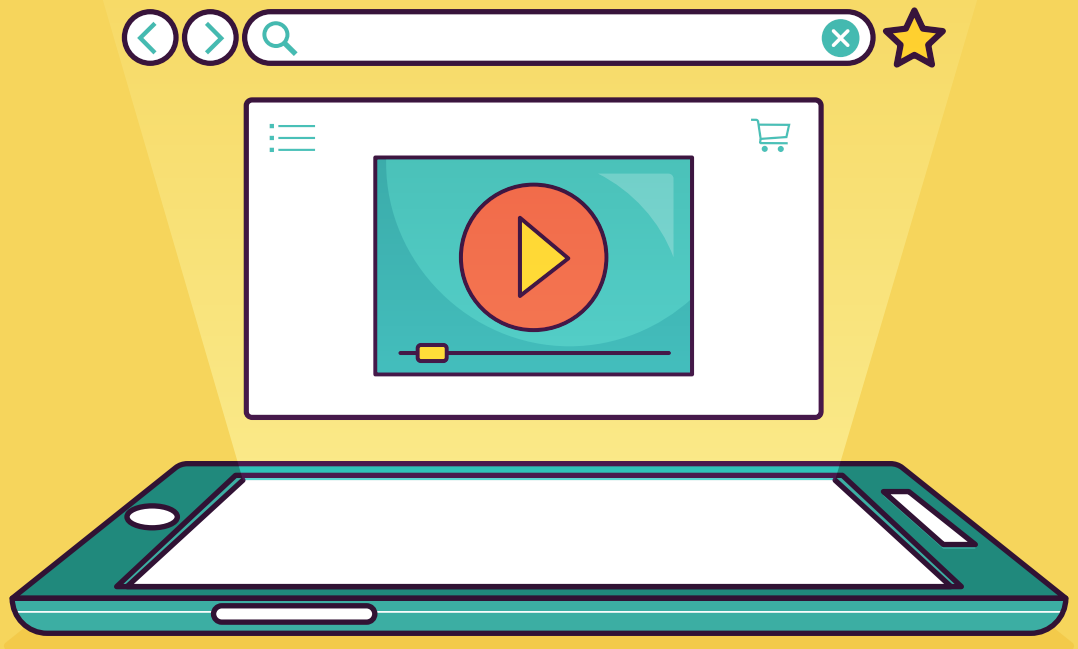
5. They are the bearer of your online visibility.

An explainer video acts as a great resource for your SEO fuelling. Numerous marketers have gained Google presence because of explainer videos. Going by the facts, it has been stated that these videos trigger website's average visit time up to 2 minutes. This means that your website will rank better in Google, thus simplifying your visibility.

HOW
Explainer Videos
HELP IN MARKETING?

It has been proven that the audience pays close attention to the information that has visuals. Whereas, when they read a text, they remember only 10 percent of it. In fact, the audience will spend more time on your website if you have informative, entertaining and simple videos around your brand.

As a marketer, when you go out to market your brand or product, it is this creativity that will grab eyeballs and clients for you. Business explainer videos are crafted with such crisp storytelling and animation, that it leaves a mesmerizing effect on the viewers, drawing their attention towards you.



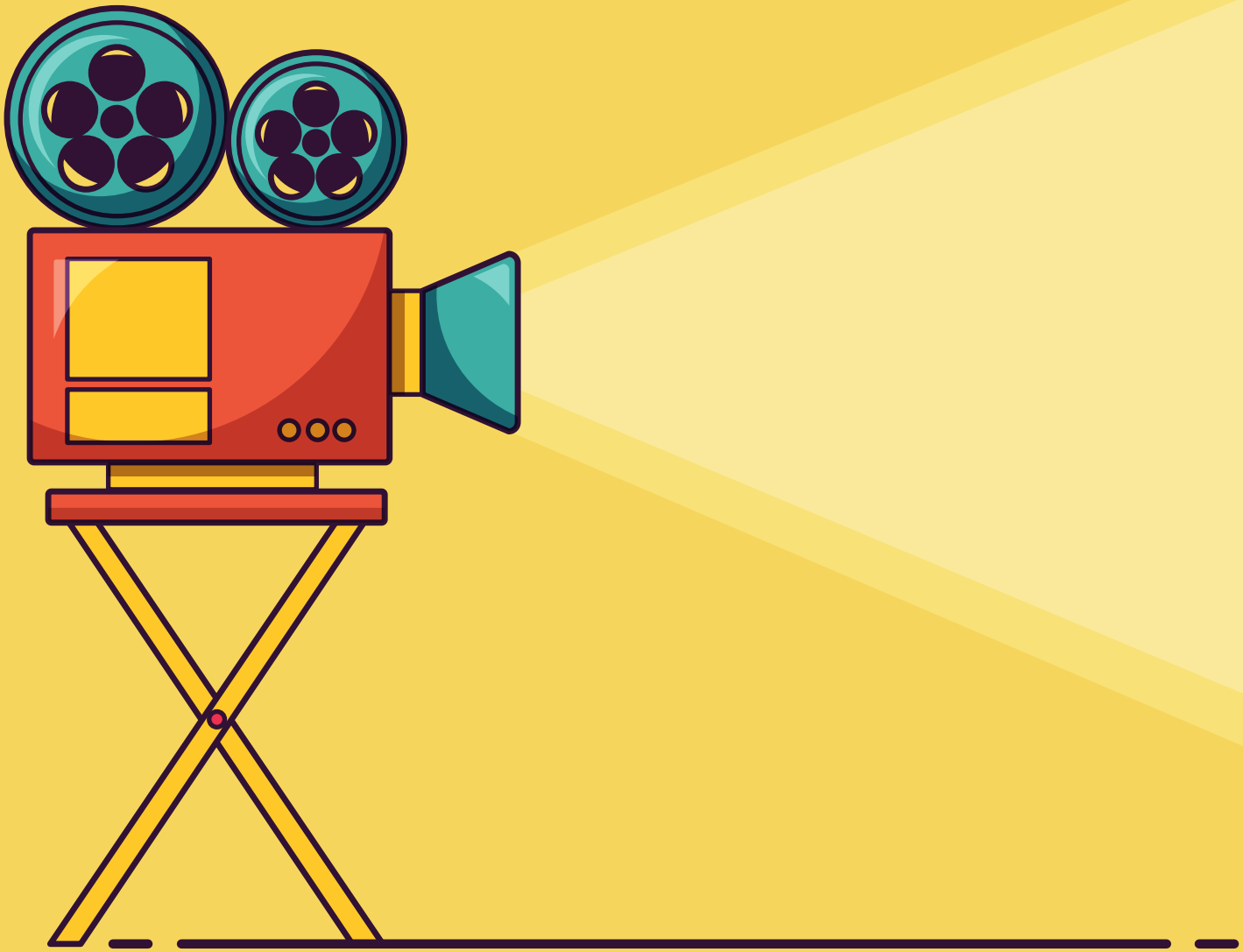
The latest video trends have proved that businesses must have explainer videos to grab the audience from platforms like Vimeo and YouTube. They deliver increased effectiveness and supplement the vision of your brand and product in a subtle way. These days, subtle integration of brands is quiet in. And explainer videos are the heroes who do that quiet subtly. More than 60 percent businessmen have claimed to have greater ROI on explainer videos than plain content.

When you go to market your product, the short span of time might not be sufficient for your presentation. Whereas, a business explainer video can just do wonders in barely a couple of minutes. Aren't these reasons enough to implement videos in your strategy?

"Dropbox managed to acquire 10 million new customers who bought in the additional revenue of $48,000,000 because the video increased their conversion rates by 25%. Today, Dropbox keeps on updating their explainer videos on an annual basis, a process that has grown their customer base to 100 million as of 2017."

HOW
Explainer Videos
HELP IN BRANDING?

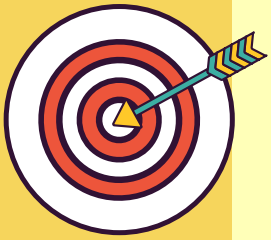
Never thought animation can build your brand? Well, let's just say that animation videos bring your brand to life. Building a brand is quite a task, but no one said that it is going to be easy. While you are building your brand, you need to work on your USP. it is very important to have that one unique factor that will make an outstanding impact on your clients, customers, and competitors. Though finding new ways can be daunting, why not opt for animated videos? Actually, why animation? Let's see:



1. These videos bring the brand to life:

This means that when a buyer is opting for your brand he is able to connect to the feel of your brand. How? You create a buyer person via your animated video and the buyer relates to the similarity. It is human psychology, blended well with creativity and your brand. Everyone likes to have things personalized, and explainer videos give out that feel.

2. These videos define you:



These animated explainer videos are so flexible that they simplify the concept of your business for the clients and customers. No wonder what tonality your company follows, it can be easily portrayed through the youthful vibe that these videos carry.

3. They tell a story:

Animated business explainer videos tell a story. And who will not like to hear/watch a story? Since childhood, humans are drawn towards the idea of listening to watching or listening to a story unfold. Your video will help them understand through a story of how your brand or product can make their life better. It will create the need for your product. Thus, animated videos are proven to work wonders for your business and branding campaigns.

Why do you need **Explainer Videos** for your business?

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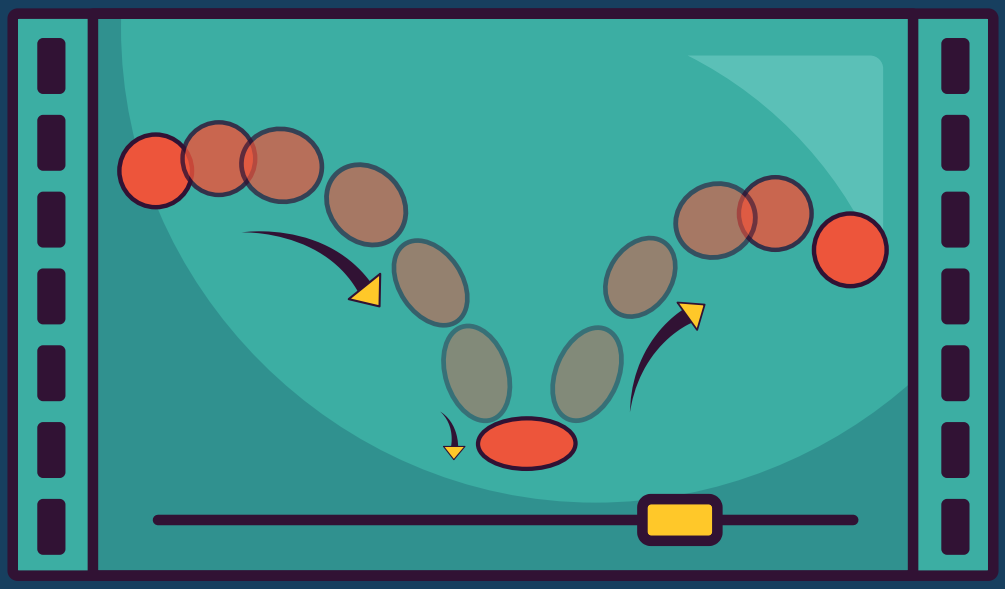
1. Increase Conversion Rates
2. Clarify The Objective Of Your Product
3. Generate Increased Interest
4. Rank Better In Google Search
5. Increase Web Traffic
6. Help Your Audience Retain Information
7. Liven Up Y our Pitch
8. Grab Audience Attention
9. Easily Shareable
10. Showcase Your Personality



How are animated **Explainer Videos** made?

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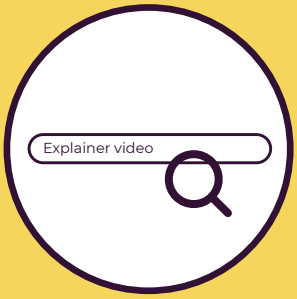
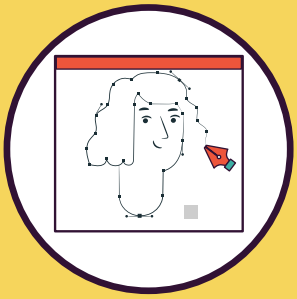
Before you opt for an explainer video, here's what you need to know about the process.



Requirement Gathering

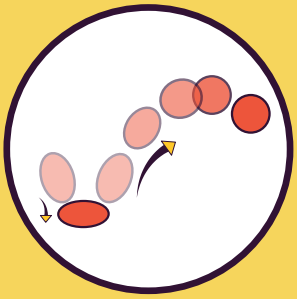
Script Writing

Storyboarding



Illustration

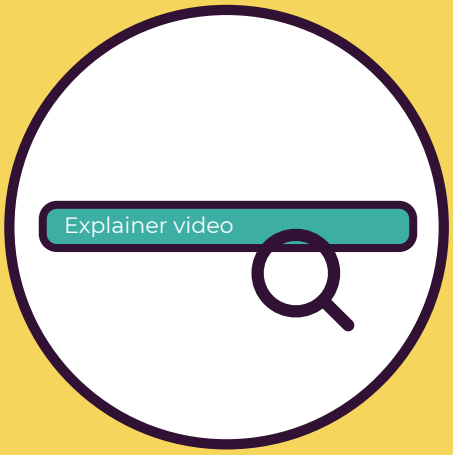
Voice Over



Animation

Sound Effects

Delivery



Requirement Gathering:

To craft a corporate explainer video, the company first gathers all the documents and requirements as provided by the client. They must take into consideration every document or piece of information that is required for a crisp explanatory video.

Script Writing:

While making an explainer video, the company seeks the services of professional scriptwriters for the explanatory videos. You'd have concerns regarding the length of the script, and hence, before beginning, most companies seek for your advice regarding the length of the video. If the length of your explanatory video is 60 seconds, the writer would write a script containing 150 words approximately. Longer product explainer videos and their scripts are scaled accordingly.

Storyboarding:

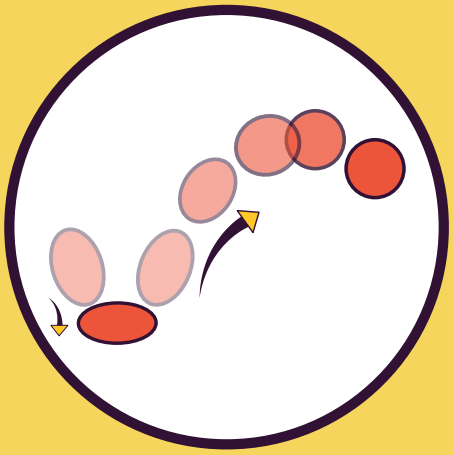
The storyboarding artist lists down all the key points that would tell your brand story in the aptest manner and sequence. To achieve the best-animated explainer videos, the storyboard is tailored to perfection, according to you and your business. The explainer animation will be clear to you once our artist presents a clear picture in the form of a storyboard to you.

Illustration:

Blending the storyboard and your inputs, the artist will draw out a perfect look for your explainer video. This way you get an actual feel of how your final video will turn out to be.

Voice Over:

Once the script is finalized, a professional voice-over artist will use his/her talent to sound the best effective during the video.



Animation:

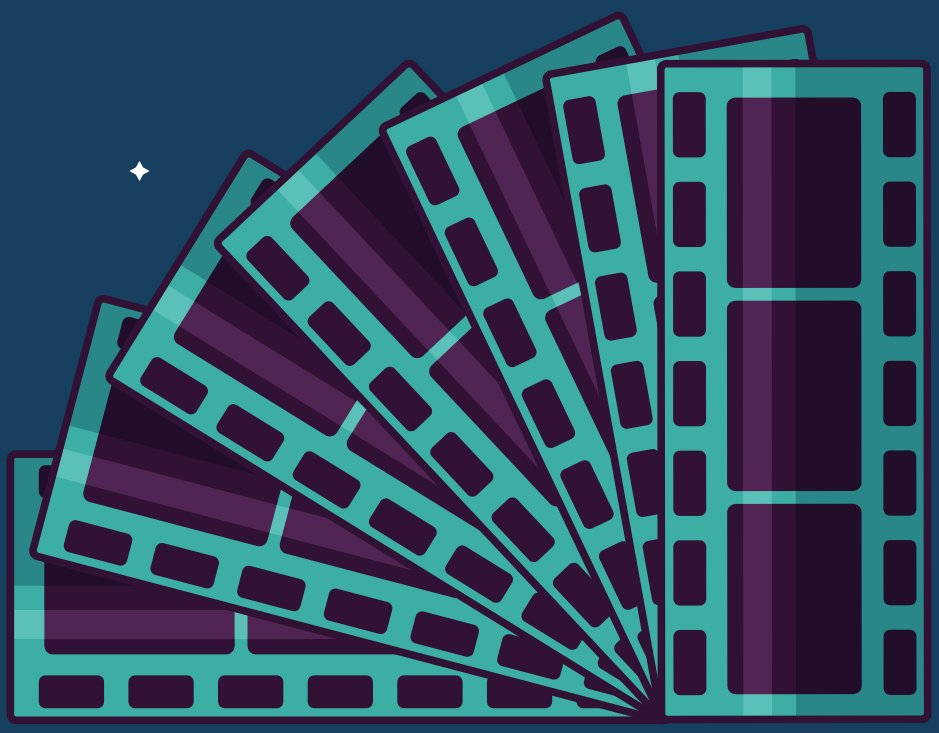
Once you approve of the illustrations, the expert animators animate for you in the best possible way.

Sound Effects:

Then the sound is added that acts like a pinch of magic by topping the video with some effective sound effects.

Delivery:

Your video is done well, packed and ready to be delivered to you.



What are the different types of **animation videos** you can opt for?

In case you are wondering what should you pick up, well here are the options available.

-2D CHARACTER ANIMATION

-2D MOTION GRAPHICS ANIMATION

-2.5D ANIMATION

-WHITEBOARD ANIMATION VIDEOS

-3D ANIMATION

-LIVE ACTION

-LIVE ACTION WITH TRACK ELEMENTS

-STOP MOTION

-TYPOGRAPHY

-SCREENCAST

How explainer videos are made?

Process of production of explainer videos.

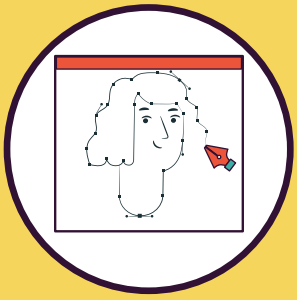
-Storyline

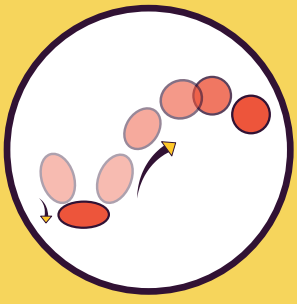
-Storyboard

-Illustration

-Video Production

-Post Production





Before you approach an animation production company, know what is important to your company. What is your ultimate motive out of the video you are planning to opt for? Your goal can vary from simple marketing to branding, to educating, to just being visible.

Once you are firm on the above-mentioned points, find out what amount of customization do you need. Then, you'd be able to explain the animation production company better. Discuss on your budget. These videos are very flexible. Even on budgets. They never cost you your life, but a quality video with crispness demands a decent budget of 1000 to 10000 dollars.

Conclusion:

As we conclude, here are some facts that will prove the effectiveness to you.

-71% of people watch more video than they did a year ago, says HubSpot.

-Videos under two minutes long get the most engagement, says Wistia.

-81% of businesses use video as a marketing tool — up from 63% over the last year, says Hubspot.

-72% of customers would rather learn about a product or service by way of video.

-Video campaigns on LinkedIn have 50% view rates.

-85% of consumers want to see more video content from brands, says Hubspot.

-64% of consumers will make a purchase after watching branded videos on social platforms, says Tabular Insights.

-According to Tubular Insights, 73% of B2B marketers say video positively impacts their ROI.

Tell your brand story through animated explainer videos, because it is their time to rule the market with their sheer effectiveness. Look up for a good animated explainer video production company and leave an impact that the world deserves to witness for your brand.